INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

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Canned Foods Merchandising Campaign Going Forward

Consumer and Trade Relations activity on behalf of canned foods in the past two weeks included bulletins to members of N.C.A. containing information on retailer practices and attitudes; special television programs stressing various canned foods values to housewives in 13 large cities; a press release to 250 metropolitan daily newspapers pointing up the "best buy" aspects of canned foods, along with other desirable attributes; and supplies of short filler paragraphs to other lists of newspapers and radio stations.

Last week the Association mailed to its membership the first of a monthly series of "Trade Information Bulletins," prepared by Dudley, Anderson and Yutzy, as part of the current 1954 publicity campaign. Among other items the bulletin reported an increase in canner merchandising activities. It reported also that two-thirds of 42 large eastern wholesale grocers have increased their budgets for sales promotion and merchandising of canned foods, most of the increases earmarked for retail advertising helps—posters, banners and point-of-sale display materials. A check of three grocery chains operating more than 500 stores revealed that in rating the helpfulness of merchandising material for canned foods promotions they rank store posters first, related item display material second, and display bins third.

Since April 20, special telecasts have been given in 13 cities, using the recent *Woman's Home Companion* canned foods feature as program material. Nine of these were personal appearances by Mary Crum, television home economist of the DAY organization, in Chicago, Cleveland, Kansas City, Milwaukee, New York City, Philadelphia, Pittsburgh, Rochester, N. Y., and St. Louis. One was done by Katherine R. Smith, Director of the N.C.A. Home Economics Division, on a Washington, D. C., TV station, and three others were presented, without personal appearance features, but using the material in the TV kit

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N.C.A. Board of Directors To Study Major Problems of Canning Industry

The agenda for discussion by the N.C.A. Board of Directors at its meeting in Washington May 20-21 will include such canning industry problems as the current legislative proposals to authorize federal marketing orders on canning crops and to prohibit the interstate shipment of "imitation" foods.

The Directors meeting will be convened at lunch on Thursday, May 20, and will be adjourned at the close of the luncheon meeting the next day.

The Thursday afternoon session, which will follow an address by Chairman Hope of the House Agriculture Committee, will deal largely with the industry's presentation of its position on marketing orders.

The Board may be asked to determine a policy for the Association regarding legislation affecting the sale of canned foods which do not comply with a standardized product but which are imitations of the standardized product and so labeled.

A bill, H. R. 2739, introduced by Representative O'Hara (Minn.), would

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Processing Information for Glass Packers

At a meeting on April 14 in Washington, the N.C.A. Processing Committee on Foods in Glass Containers recommended additions and changes for incorporation in the Second Edition of Bulletin 30-L, *Processes for Low-Acid Canned Foods in Glass Containers*, which will be published in 1955.

Numerous revisions in the introductory and appendix material and several additions to the process tables will be made. The following recommendations were felt to be of sufficient importance to glass packers to war-

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Eleven Food Leaders Join N.C.A. Operations Committee

Eleven food industry leaders have consented to serve as an Operations Committee to help guide the N.C.A. Consumer and Trade Relations Program, it has been announced by Carlos Campbell, Executive Secretary.

Distinguished names from all phases of food processing and distribution have been included. They form the nucleus; more members will be added in the near future. N.C.A. will look to these experts to advise about experimentation, trade studies and procedures in the field of canned foods merchandising at the broker, wholesaler and retailer levels.

Members of the Operations Committee are listed on page 184.

FDA Codification

N.C.A. Counsel has studied a bill, H. R. 8221, constituting a codification and reenactment of the Federal Food, Drug, and Cosmetic Act, and has pointed out in a letter to the House Committee on the Judiciary that the rewriting may change the Act.

"It is our understanding that there is no intent to effect any substantive changes in the laws which have been brought together in this codification," Counsel wrote. "Although there has been a considerable change in language in many of the sections, it is our belief that in most cases these do not involve any changes in substance. In a few respects, however, we believe that the rewriting has effected a possible substantive change and wish to point these out."

Counsel called attention to the recent enactment of the Hale bill, which has not been incorporated in H. R. 8221, and to provisions in the penalty provisions of the proposed codification that differ from the language of existing law.

New C.M.&S.A. Headquarters

The Canning Machinery and Supplies Association established permanent headquarters May 3 at a new address: 4630 Montgomery Avenue, Suite 2, Washington 14, D. C.

W. D. Lewis, secretary-treasurer of C.M.&S.A., is in charge of the office. The new location is in a new modern office building just completed.

PROCUREMENT

Canned Asparagus for VA

The Veterans Administration has invited sealed bids to furnish the following:

ASPARAGUS—9,250 dozen No. 10 cans, all green, cut spears, Fancy (Grade A), complying with Federal Specification JJJ-A-711b and Amendment 1, Type II, Style 4, Fancy (Grade A), 1954 crop, regular commercial labels, f.o.b. origin or destination; or equivalent in No. 2½ or No. 2 cans. Bids due under Invitation No. 8-476 by May 19.

STATISTICS

Wholesale Distributor Stocks of Canned Foods

The report by the Bureau of the Census on distributors' stocks of 17 volume canned food items revealed a total of 33.9 million actual cases of these canned items in the hands of distributors on April 1 of this year, 9 percent less than the 37.1 million cases on hand a year ago.

Distributors' stocks on April 1 were lower than a year ago for all canned vegetables except snap beans, for three of seven canned fruits, and for all canned juices.

Largest percentage decline in distributors' stocks from a year ago was shown by canned tomatoes, down 24 percent, with peaches down 17 percent, catsup and chili sauce down 15 percent, orange juice down 15 percent, canned peas and blended citrus juices each down 12 percent, and canned corn and canned pineapple down 10 percent. Total distributors' stocks of the five canned vegetables covered in the report were 11 percent less than the total a year ago. Stocks of canned fruits were down about 5 percent and canned juices down about 7 percent.

Wholesale Distributor Stocks of Specified Canned Foods

(Including Warehouses of Retail Multiunit Organizations)

Commodity	1952–53 Season					1953–54 Season		
	Nov. 1, 1952	Jan. 1, 1953	April 1, 1953	June 1, 1953	July 1, 1953	Nov. 1, 1953	Jan. 1, 1954	April 1, 1954
	(thousands of actual cases)							
Vegetables:								
Beans, green and wax	3,406	3,065	2,840	2,132	1,663	3,523	3,404	3,126
Corn	5,888	5,244	4,987	4,660	4,293	4,675	4,446	4,505
Peas	5,653	4,843	4,717	3,943	3,366	4,418	3,988	4,132
Tomatoes	4,994	4,665	4,120	3,500	3,238	3,888	3,467	3,143
Tomato catsup and chili sauce	2,676	2,307	2,206	n.a.	1,705	2,195	1,944	1,876
Fruits:								
Applesauce	1,165	1,226	1,246	n.a.	874	1,334	1,440	1,327
Apricots	972	868	770	627	569	854	792	703
Cherries, red pitted	882	786	622	n.a.	332	720	649	627
Fruit cocktail[a]	1,508	1,264	1,334	1,183	1,171	1,463	1,314	1,470
Peaches	4,856	4,431	3,588	2,929	2,630	3,603	3,430	2,982
Pears	1,008	1,008	1,062	998	964	1,080	1,146	1,128
Pineapple	2,327	1,903	1,963	1,815	1,874	2,079	1,819	1,776
Juices:								
Citrus blends	508	441	683	566	518	385	456	604
Grapefruit	915	749	1,145	957	902	718	783	1,141
Orange	1,161	1,121	1,726	1,399	1,293	1,000	1,230	1,469
Pineapple	1,510	1,494	1,186	1,152	1,148	1,651	1,292	1,159
Tomato[b]	4,141	3,337	2,915	2,486	2,468	3,642	2,990	2,741

n.a. Not available. [a] Includes fruit for salad and mixed fruits (except citrus). [b] Includes vegetable juice combinations containing at least 70 percent tomato juice.

These declines in distributors' stocks are even more significant when related to the current rate of shipments to retailers. Shipments to retailers during the first quarter of 1954 were higher than during the first quarter of 1953 for all fruit and vegetable items except RSP cherries and green beans.

When the April 1 distributors' stocks are stated in terms of days of supply based upon the first quarter rate of movement, it is found that April 1 distributors' stocks of the major canned vegetables were the equivalent of 43 days of supply compared with 52 days a year ago. For fruits, stocks were the equivalent of 45 days of supply this year compared with 52 a year ago, while distributors' stocks of the fruit juices showed practically no change from a year ago (34 days of supply compared with 35 last year).

For the 17 canned food items included in the April 1 report on distributors' stocks, the total of 33.9 million cases was the equivalent of 41 days of supply compared with 47 days of supply represented by the 37.1 million cases a year ago. The days of supply in the hands of both distributors and canners on April 1 based upon the first quarter retail shipment rate is shown in the table below for each of the 17 items for April 1, 1954, and April 1, 1953.

Days of Supply on Hand April 1

Commodity	Distributors		Canners		Distributors and Canners	
	1953	1954	1953	1954	1953	1954
Vegetables, total	52	43	112	116	164	159
Beans, green and wax	46	51	33	70	79	121
Corn	46	41	99	124	145	165
Peas	52	43	75	87	127	130
Tomatoes	85	50	182	115	267	165
Catsup and chili sauce	42	33	228	201	270	234
Fruits, total	52	45	124	133	176	178
Applesauce	40	42	78	101	118	142
Apricots	77	55	127	162	204	217
Cherries, RSP	60	66	46	74	106	140
Fruit cocktail	45	47	130	128	175	175
Peaches	66	47	113	131	179	178
Pears	53	51	153	98	206	149
Pineapple	42	35	168	178	210	213
Juices, total	35	34	130	158	165	192
Citrus blends	36	38	75	102	111	140
Grapefruit	34	30	119	90	153	120
Orange	30	28	88	94	118	122
Pineapple	32	36	111	179	143	215
Tomato	41	38	193	243	234	281
Grand Total	47	41	130	131	167	172

If a 50-day supply is considered reasonable to keep distribution pipelines properly filled and this quantity is added to the number of days from April 1 to the end of the marketing season for each of the canned fruit and vegetable items, a measure of the relative over- or undersupply can be obtained. For green and wax beans this calculation reveals a supply that is a little less than might be desirable. For sweet corn, the supply is about balanced, with a possibility of a slight shortage. For canned peas and canned tomatoes, an excess equivalent of 20 to 25 days supply results, and for catsup and chili sauce, the 234 days of supply on April 1 exceeds by 94 days the 140 needed to provide shipment to the end of the season and a 50-day pipeline supply.

By the same criterion, most of the canned fruit items appear to be in balanced or in short supply. RSP cherries are in exact balance and applesauce shows a shortage of 28 days of supply. The April 1 supply of the other canned fruits appears ample to meet needs to the end of the season except pears, which may be short. Apricots is the only canned fruit in obvious oversupply. For tomato juice, the April 1 supplies are the equivalent of 141 days oversupply. Where the item is canned over a long season or is still being processed, as with canned pineapple and pineapple juice and the citrus juices as well as applesauce to a lesser degree, this comparison is less meaningful. However, it is felt that the reduction of cases on hand to days of supply at current rates of movement is a more directly useful figure for indicating relative supply relationship than the quantity figures alone.

N.C.A. Board of Directors

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amend the Food and Drug Act to prohibit the interstate marketing of any "imitations" even though they may be plainly labeled as an "imitation."

The Friday morning program will feature an up-to-the-minute report on the N.C.A. Consumer and Trade Relations program. George Anderson of the DAY organization and members of the Committee and staff may participate in this report to the Board.

The agenda also will include a discussion of the location for the 1956 Convention.

Secretary Benson will be the luncheon speaker that day.

April 15 Parity Prices and 1953 Season Average Prices

The 1953 season average prices for a number of important fruits and vegetables for processing are compared with the April 15 parity price in the following table.

The 1953 season average price was 100 percent or more of the April 15 parity price of five of the commodities in the table, was between 90 and 100 percent of parity for one fruit and five vegetables, and was less than 90 percent of parity for five fruits and four vegetables.

For Processing	April 15 parity price	1953 Season average price	1953 Season average as percent of April 15 parity
	(*dollars per ton*)		
Fruits:			
Apples	45.00	61.20	136.0
Apricots[a]	93.40	93.80	100.4
Cherries, sweet	280.00	270.00	96.4
Cherries, sour	206.00	177.00	85.9
Olives[b, c]	263.00	213.00	81.0
Peaches[a]			
Clingstone[c]	66.20	54.70	82.6
Freestone	62.80	53.10	84.6
Pears[a]	81.20	65.30	80.4
Plums	56.30	60.70	107.8
Vegetables:			
Asparagus	207.00	202.00	97.6
Beans, lima	155.00	153.00	98.7
Beans, snap	124.00	123.00	99.2
Beets	22.80	19.50	85.5
Cabbage	15.60	13.50	86.5
Corn, sweet	23.90	23.30	100.0
Cucumbers (bu.)	1.59	1.55	97.5
Peas, green	96.50	94.20	97.6
Pimientos	77.30	100.00	129.4
Spinach	52.10	38.10	73.1
Tomatoes	30.80	27.50	89.3

[a] Excluding dried. [b] Excluding crushed. [c] California only.

In comparison with parity prices on July 15 of last year, the April 15 parity prices are higher for five of the vegetables—asparagus, lima beans, snap beans, sweet corn, and pimientos.

For fruits, the April 15 parity prices of three items are above the parity prices on last July 15, with the increases amounting to $2 or less for sweet cherries and apples and to $3.50 for plums. The April 15 parity prices of all other fruits for processing were lower by $1 to $2 per ton than the July 15, 1953, parity price, with one exception, strawberries, which showed no change.

Poultry Used in Canning

Poultry canned or used in canning during the first quarter of this year totaled 49,020,000 pounds, a decrease of 5 percent from the 51,397,000 pounds used during the same months last year, according to a report by the Agricultural Marketing Service, USDA.

1953 Packs of Spinach and Other Greens

The 1953 pack of canned spinach totaled 5,158,927 actual cases as compared with the 1952 pack of 5,418,667 cases, according to a report by the N.C.A. Division of Statistics.

On the basis of 24/2s, the 1953 pack amounted to 5,407,000 cases, as compared with 6,114,000 cases in 1952.

In addition to the spinach pack, the Division of Statistics compiled a report on the packs of other greens.

1953 Pack of Canned Spinach

State and Season	1952	1953
	(*actual cases*)	
New York		
Spring	82,394	58,898
Maryland		
Spring	201,912	224,661
Fall	96,316	66,244
Ozarks		
Spring	1,159,808	1,190,205
Fall	93,261	55,833
Texas		
Spring	839,749	988,811
Fall	20,742	52,101
California		
Spring	2,528,596	2,140,803
Fall and Winter	62,723	129,854
Other states		
Spring and Fall	333,166	251,517
U. S. Total	5,418,667	5,158,927

1953 Packs of Other Greens

	1952	1953
	(*actual cases*)	
Turnip greens:		
Georgia	230,606	48,432
Maryland	93,176	29,704
Ozarks	575,525	615,095
Texas	73,892	37,921
Other states	468,816	349,619
U. S. Total Turnip greens	1,442,015	1,080,771
Mustard greens	638,585	651,317
Other greens	569,076	471,147

FOREIGN TRADE

Citrus Juice to Europe

A severe freeze last February damaged Spain's citrus crops and, according to USDA, "The short supply of oranges in Spain and the probable high price of fruit in the 1954-55 season may be expected to create an opportunity for above normal exports of Unitel States orange juice concentrate to the United Kingdom to supply the Ministry of Food's Child Health Program."

Observations reported by USDA's Foreign Agricultural Service indicate Spanish orange production down about 25 percent and tangerine production down about 30 percent from last season.

Food Industry Leaders

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Ray O. Harb, national sales service manager, Red & White Corp., Chicago. Mr. Harb directs the activities of some 300 sales supervisors throughout the U. S. and Canada who are in direct contact with the 7,000 retail stores which compose the Red & White voluntary food group.

Ralph B. Johnson, executive vice president of N.A.W.G.A. Mr. Johnson came from the Kentucky Wholesale Grocers Association to N.A.W.G.A. where he served as assistant to M. L. Toulme until his retirement this year. Mr. Johnson has been instrumental in developing the association's highly successful clinics on "Sales Promotion and Merchandising," "Building Sales at the Retail Level," "Wholesaler Operations."

Mrs. Marie Kiefer, secretary-manager of N.A.R.G. During her 14 years of leadership in N.A.R.G., Mrs. Kiefer has become one of the food industry's outstanding authorities. She is in constant touch with the problems and plans of the men who make up the largest of all trade associations. Its membership is approximately 75,000 retailers who operate 112,000 food stores.

Don Parsons, executive director of S.M.I. Mr. Parsons has been director of S.M.I. since 1948. Prior to that he was at Federal Advertising Agency for seven years as vice president in charge of plans and merchandising, and before that at *McCall's* Magazine for nine years, as director of promotion, merchandising and research.

E. Norton Reusswig, partner in the firm of Lestrade Bros., New York food brokers, and past national chairman of the N.F.B.A. Mr. Reusswig served for a number of years on the N.F.B.A. Processed Foods Committee.

Watson Rogers, president of the N.F.B.A. Mr. Rogers has headed N.F.B.A. since 1946 and is known throughout the industry for his constant efforts at creating closer relationships between food brokers and their principals. Under his leadership, N.F.B.A. has increased its membership from about 1,000 to more than 1,600.

Harold O. Smith, president of U.S.-W.G.A., is a member of the committee.

V. B. Stewart, president of Food Brokers, Inc. Mr. Stewart was formerly vice president of Independent Grocers Alliance and is the first president of Food Brokers, Inc., formed in July, 1953, with headquarters in Chicago. The organization's primary purpose is to represent food manufacturers in the independent retail field.

William Stickney, president of Flee-Zing, Inc., of Evanston, Ill., will also serve on the committee.

Paul S. Willis, president of G.M.A. Mr. Willis was first elected president of G.M.A. in 1932 and has served as its head continuously since then. His position brings him into intimate contact with the production and distribution problems of 300 leading food and grocery manufacturers, some of whom are also N.C.A. members.

Jerry H. Young, general manager, eastern division, N.R.O.G. Mr. Young has been eastern manager of N.R.O.G. since 1948 when the group's buying and selling operations were decentralized. Prior to that time, he was advertising director and then merchandising director of N.R.O.G. at its Chicago headquarters.

The N.C.A. Consumer and Trade Relations Program has in the developmental stages many projects which are expected to reveal facts about canned food merchandising which will be of great interest to distributors and retailers. Soon to get under way will be an industry-wide net profit study and operational depth studies in selected retail organizations.

SUPPLIES

Shipments of Glass Containers

Shipments of glass containers for food during the first quarter of 1954 exceeded the volume shipped during the same period of 1953, on the basis of reports by the Bureau of the Census, U. S. Department of Commerce.

Shipments of wide-mouth food containers were up about 16 percent.

	Jan. through March 1953	1954
	(*thousands of gross*)	
Wide-mouth food (including fruit jars, jelly glasses and packers' tumblers)	7,626	8,828
Narrow-neck food	2,946	2,948

PUBLICITY

Parade Magazine

Food editor Beth Merriman has featured in the May 2 issue of *Parade* magazine "Steak — Country Style." The full-page photo-recipe feature includes canned vegetables along with the steak.

Miss Merriman presents the recipe as "A delicious, time and money saving meal-in-a-dish." Canned tomatoes and corn are used in the recipe.

Parade is the Sunday magazine supplement distributed by many leading newspapers throughout the United States.

Consumer and Trade Relations

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prepared by DAY, in Baltimore, Dayton and Minneapolis. Several other cities are planning similar programs. These will be reported later.

The household budget economy of canned foods was stressed in a feature article in the April 27 issue of *The Wall Street Journal*, and DAY based the following press release on the article, which was distributed to 250 top metropolitan dailies:

"'Housewives wheeling their carts through the supermarket can pick up some real bargains, if they'll stop long enough at the canned vegetable counter', reports *The Wall Street Journal.*

"In an article signed by John S. Cooper in the April 27th issue, the financial world's bible points out the amazing economy of canned vegetables in this day of generally high food costs. 'Without too much looking', Mr. Cooper reports, 'the thrifty shopper can ferret out many items 10% to 15% cheaper than they were a year ago.'

"Canned foods have long been noted for their convenience, their great variety, their year-around availability and the fact that they offer high nutritive value per dollar. Add their flavor, goodness and universal popularity. Americans currently eat some 50 pounds of canned vegetables per capita per year . . . and they ate 102.2 pounds of all canned foods last year.

"The popularity of canned foods is demonstrated in still another way by the people of America. They buy 85% of their peas in cans or glass, 84% of all sweet corn, 84% of all tomatoes, 80% of beets, 51% of all asparagus. Among fruits, they buy 54% of all pears canned, 48% of all peaches and 56% of all cherries. That's a popularity poll to make anyone envious.

"Canned foods help the cook in many ways. They come ready prepared, ready to use, ready to season and serve with the imagination of a creative chef . . . and with none of the hard work of preparation to do. And now they offer an extra plus for the thrifty housewife: they're mighty easy on the pocketbook!"

A column of fillers containing short paragraphs including canned foods references was sent to 82 metropolitan newspapers with circulation totaling 21,893,026 and to 215 daily and weekly papers with total of 5,000 circulation. Similar radio shorts were supplied 179 broadcasters whose listening audience is estimated at 11,000,000.

PROCESSING

Maintenance of Glass Processing Equipment

The N.C.A. Processing Committee on Foods in Glass Containers has suggested that the following information be brought to the attention of glass packers in order that they be reminded to inspect retorts and auxiliary equipment and put them in proper condition prior to the start of the packing season:

(1) The retort should be submitted to a hydrostatic pressure test at 45 psi pressure.

(2) Before subjecting the retort to pressure, the door or lid-securing devices should be examined carefully and worn parts replaced. The gasket should be checked to make sure it is tight and in good condition.

(3) The condition of the openings in the steam distribution system should be ascertained periodically to ensure continued efficiency. If a steam cross is used in a vertical retort, the position of the cross should be checked at intervals to see that the steam openings have not changed position relative to the bulb of the temperature controller, which should be in a "dead" location.

(4) Instruments (gauges, thermometers, recorders and controllers) should be checked for accuracy at least once a year.

(5) Water valves and compressed air valves, especially the latter, should be checked frequently for leaks.

(6) After any considerable idle period, during the season as well as before each operating season, the entire retort hook-up should be examined carefully and each retort brought to processing temperature (without a load) to test the system for leaks and to test the instruments and control equipment for proper operation and accurate recording.

Processes in Glass Containers

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rant publishing prior to the release of the new edition:

(1) *Retort Air Supply and Controls.* (This will replace the statement appearing on page 10 of the current edition.) A reliable supply of compressed air at the proper pressure and a means of introducing it into the retort at an adequate rate are required. The air is required both to maintain water circulation and to maintain the necessary pressure. An automatic pressure control unit is recommended for both vertical and horizontal retorts. In both, the air should be introduced with the steam at the bottom of the retort to control "chatter."

The amount of air pressure required will depend upon the steam pressure in the lines to the retort and upon the location of the point at which the air is introduced into the steam line. It should be in the range of from 50 to 70 pounds per square inch. If the air pressure at this point does not exceed the steam pressure, no air will pass into the retort during the come-up period; thus "chatter" will not be controlled. Air circulation should be maintained continuously during the process and cool to ensure uniform temperature distribution and proper temperature and pressure control.

The amount of air required to prevent "chatter" during the come-up depends to a considerable extent on the steam pressure in the line and the back pressure in the steam distributor itself. The amount of air necessary may vary from 8 to 15 cfm. Further details on the amount of air required during this period can be obtained from a laboratory connected with the canning industry.

The amount of air required during the process and cool periods will vary with the size of the retort. Three (3) cfm is suggested for three (3) crate vertical retorts and four (4) cfm for four (4) crate vertical retorts. These requirements assume that there is no leakage from the retort either through the gasket or through the overflow valves. The amount required for horizontal retorts will have to be determined for particular lengths and diameters.

A check valve should be provided in the air supply line to prevent water from the retort getting into the system. An air supply line with hand operated valve connected to the head space of the retort may also be provided for auxiliary pressure control. A separate compressor is recommended for operating the control instruments. *If a separate compressor is not provided, the air line to the instruments should be a separate line from the compressed air tank.*

(2) *Operation of Cook Room.* (Statement will be inserted in the section, "Procedure".) In order to minimize the possibility of unprocessed or underprocessed jars reaching the warehouse, it is recommended that:

(1) Processes for all products be posted in a conspicuous place near the retorts.

(2) All baskets, trucks, cars or crates containing un-retorted material be plainly and conspicuously marked. If several products are being packed at the same time, each product should also be plainly indicated.

(3) A distinctive marker be hung from the retort opening when the retort holds unprocessed jars. It should be so placed that the door or lid cannot be closed before the marker is removed.

(4) A retort not be closed until the operator indicates that he is ready to start the process.

(5) Jars of unknown status in regard to process, found on the cook room floor or elsewhere, be opened and thrown out.

(6) Adequate precautions be taken to clear exhaust boxes and precookers of all jars at the end of each day's operations.

(3) *Thermometer Pocket.* (This material will replace that appearing on page 7 of the current edition and has been amended so that these recommendations are in accordance with the A. S. M. E. Code for non-fired pressure vessels. For details regarding the A. S. M. E. Code see *Accident Prevention Manual for Industrial Operations, Section 4, Pressure Vessels,* published by the National Safety Council, Inc., 425 N. Michigan Ave., Chicago 11, Ill. Section 4 may be obtained as a separate reprint.)

(a) Preferably be of the hemisphere type having a minimum diameter opening into the retort wall of nine inches.

(b) If of the rectangular type have a minimum opening into the retort wall of eight inches by eight inches.

(c) Be designed with a depth of at least four inches.

(d) Have a provision for the pressure gauge in the same pocket as the thermometer.

LABOR

Mexican Farm Labor Program

The fee charged agricultural employers for contracting Mexican nationals brought into the United States under the Migrant Labor Agreement with Mexico was reduced May 1 from $6 to $3 per worker.

The cost to the employer of recontracting Mexican workers was reduced from $2 to $1.

Secretary of Labor Mitchell said the fees were being reduced below actual transportation and subsistence costs so as to reduce the revolving fund surplus, now totaling $2,500,000, prior to the expiration of P. L. 78 on December 31, 1955.

Congress appropriated $1,000,000 to finance the fund and this amount already has been repaid to the U. S. Treasury.

The Secretary said that if the lower fees resulted in a too rapid depletion of the reserves of the revolving fund, it will be necessary to increase the fee before P. L. 78 expires. In event the law is continued after December 31, 1955, and there is no appreciable change in the cost of transporting Mexican workers, the rate will have to be increased at that time.

Forthcoming Meetings

May 11-12—Pennsylvania Canners Association, 3rd Annual Sales Clinic, Galen Hall Hotel, near Reading

May 16-19—U. S. Wholesale Grocers Association, Convention and Exposition, Kiel Auditorium, St. Louis, Mo.

May 17-19—Grocery Manufacturers of America, Inc., Midyear Meeting, Boca Raton Hotel, Boca Raton, Fla.

May 20-21—National Canners Association, Spring Meeting of Board of Directors and Administrative Council, Washington, D. C.

May 23-26—Super Market Institute, Annual Convention, Public Auditorium, Cleveland

June 3—Tidewater Canners Association of Virginia, Annual Meeting, New Atlanta Hotel, Colonial Beach, Va.

June 9-11—Processed Apples Institute, Spring Meeting, Skytop Lodge, Skytop, Pa.

June 10-11—National Red Cherry Institute, Annual Meeting, Hotel Gettysburg, Gettysburg, Pa.

June 13-14—Michigan Canners' and Freezers' Association, Spring Meeting, Park Place Hotel, Traverse City

June 13-17—National Association of Retail Grocers, Annual Convention, National Guard Armory, Washington, D. C.

June 15-16—Maine Canners Association, Summer Meeting, Lakewood (near Skowhegan)

June 27-July 1—Institute of Food Technologists, Annual Meeting, Los Angeles

July 8-9—National Kraut Packers Association, Annual Meeting, Catawba Cliffs Beach Club, Port Clinton, Ohio

July 14-23—Indiana Canners Association, Annual Mold Count School, Purdue University, Lafayette

October 10-13—National Association of Food Chains, Annual Convention, Waldorf-Astoria Hotel, New York City.

October 21-23—Florida Canners Association, 23rd Annual Meeting, Hollywood Beach Hotel, Hollywood.

November 1-2—Iowa-Nebraska Canners Association, 53rd Annual Meeting, Hotel Fort Des Moines, Des Moines

November 4—Illinois Canners Association, Fall Meeting, Chicago

November 8-9—Wisconsin Canners Association, 50th Annual Convention, Schroeder Hotel, Milwaukee.

December 2-3—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids.

January 9-13—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.

January 27-28—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco

February 19-23—National Canners Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago.

March 25-29—Canners League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

New Association Members

The following firms have been admitted into membership in the N.C.A. since March 6, 1954:

MUMMY ISLAND PACKERS, Box 490 Cordova, Alaska. *Products*—Crabmeat, clams, salmon.

NUTTLE, H. H. & B. H., Denton, Md. *Product*—Tomatoes.

SEVEN HILLS ORCHARD FARM, R.D. #2, Ashtabula, Ohio *Products*—Apple pie slices, pasteurized apple juice, applesauce.

RAW PRODUCTS

Technical Advisory Committee Studies Seed Quality

Several meetings of the N.C.A.'s subcommittee on Seed Quality, which is a subcommittee of the Technical Advisory Committee of the Raw Products Committee, have been held with the technical committee representing the seed producers of peas, beans, and corn to discuss with them the possibility of conducting a joint program which would determine the factors responsible for uneven germination, uneven seedling growth, and uniformity of canning crops.

As a first step, during the past year, the canners and seedsmen have worked on a plan to find ways and means of determining, from the laboratory standpoint, the possible performance of vegetable seeds in the field. This subcommittee met with the seedsmen at Atlantic City to discuss plans for 1954. There will be 16 cooperators, including both seedsmen and canners, working on a uniform standardized program this year. Their principal objective will be to evaluate laboratory procedure for evaluating seed quality prior to planting.

In mid-March a small subcommittee representing both canners and seedsmen met with the head of the Vegetable Division of USDA's Agricultural Research Service to discuss with them this entire program of vegetable seed quality and the possibility of a fundamental physiological research program being instituted by the USDA which would study the factors influencing seed germination and the relation of seed quality to field establishment and performance. This would involve study of the effects of conditions of field growth, stage and methods of harvesting, curing, threshing, processing and storage on the potentialities of the seed.

The subcommittee expects to continue its active participation in this work throughout 1954. Tangible results of benefit to canners are expected.

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